

## ORDER

Print Date 07/23/12

Page 1 of 4

Flight Dates 07/24/12-07/30/12

**Product** 

Wil Cardon for Senate 2012

Original Date / Revision

**PHOENIX** 

Contract / Revision

Agency Com 15%

07/23/12 07/23/12

**Billing Contact** 

304757

Advertiser Cardon / Republican / Senate

PO Box 288

Alexandria, VA 22313

Agency Media Placement Technolog

**Buying Contact** 

Sales Office EWSDC

500 N Washington Street - Suite #3 Alexandria, VA 22314

Sales Region NAT

Agency Ref

Order Sep 00:10:00

Estimate #

TV: 07240730 :30's

Alt Order #

Billing Type Cash

Order Type **GENERAL** 

Billing Cycle

EOM/EOC

Billing Calendar BROADCAST

<u>Demographic</u> A25-54

Rev Codes

POL

P-6

POL

CAND ·

Product Codes PL

**Priority** 

Advertiser Ref

Order Share %

## Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date	
Dave Lombardo	100%			
Tanya Winscott	%			

Competi	ng Station % of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	
Rilling Plan		

Market Value

Order Tota	als	Billing Plan									
Month	# of Spots	Net Amount C	Bross Amount	Rating Start Date	End Date	# Spots	Net Amount C	Pross Amount			
July 2012	74	\$28,109.50	\$3 <b>3</b> ,070.00	0.00 06/25/12	07/29/12	74	\$28,109.50	<b>\$33,</b> 070.00			
August 2012	16_	\$6,846.75	_\$8,055.00	0.00 07/30/12	07/ <b>3</b> 0/12	16	\$6,846.75	\$8,055.00			
Totals	90	\$ <b>3</b> 4,956.25	\$41,125.00	0.00							

								1			Tota	ls
Ln_Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
1 KNXV	07/24/12	2 07/30/12	M-F 5-6am M-F 5-6am	СМ	5am-6am	22222	:30	10	\$100.00 P-3	0.00 NM	10	\$1,000.00
<u>Sta</u> Week: 07/2 Week: 07/3		End Date 07/29/12 08/05/12	Weekdays -2222 2	Spots/Week 8 2		Rating 0.00 0.00						
2 KNXV	07/24/12	2 07/30/12	M-F 6-7am M-F 6-7am	СМ	6am-7am	22222	:30	10	\$225.00 P-3	0.00 NM	10	\$2,250.00
Star	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						



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<u>Hiatus ⊅ates</u>

<u>Original Date / Revision</u> 07/23/12/ 07/23/12

Order Sep 00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07240730 :30's

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount  2 KNXV 07/24/12 07/30/12 M-F 6-7am CM 6am-7am 22222 :30 10 \$225.00 P-3 0.00 NM 10 \$2,250.00    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating												Tot	als
Start Date	Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spot	S	Rate Pri	Rtg Type		
Week: 07/23/12   07/29/12   -2222-   8   S225.00   0.00	2 KNXV	07/24/1	12 07/30/12		CM	6am-7am	22222	:30	0				\$2,250.00
E 3 KNXV 07/24/12 07/39/12 WF 15/am	Week: 07/	23/12	07/29/12	-2222	8	\$225.00	0.00				i		
Week: 07/23/12   07/29/12   2-222   2   \$225.00   0.00					СМ			:30 1	0	\$225.00 P-3	0.00 NM	10	\$2,250.00
A KNXV 07/28/12 07/28/12   Color   C	Week: 07/	23/12	07/29/12	-2222	8	\$225.00	0.00						
Week: 07/23/12   07/29/12   07/	4 KNXV	07/28/1	2 07/28/12		-	6am-7am	S-	:30	1	\$75.00 P-6	0.00 NM	1	\$75.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	Week: 07/	23/12	07/29/12	s-									
Week: 07/23/12	5 KNXV	07/29/1	2 07/29/12			6am-7am	S	:30	h	\$75.00 P-6	0.00 NM	1	\$75.00
Sonoran Living   Week 07/23/12   07/29/12   -1111   4   \$100.00   0.00   0.00	Week: 07/2	23/12	07/29/12	s							_		
Week: 07/23/12   07/29/12   -1111	6 KNXV	07/24/1	2 07/30/12		СМ	9am-10am	11111	:30	5	\$100.00 P-3	0.00 NM	5	\$500.00
ABC15 News at 11AM   Signst Date   End Date   Weekdays   Spots/Week   Rate   Rating   Sart Date   Week 07/30/12   08/05/12   1   1	Week: 07/2	23/12	07/29/12	-1111		\$100.00	0.00						
Week: 07/23/12	7 KNXV	07/24/1	2 07/30/12	•		11am-12pm	11111	:30	5	\$80.00 P-6	0.00 NM	5	\$400.00
M-F 430pm-5pm	Week: 07/2	23/12	07/29/12	-1111	4	\$80.00	0.00						
Week: 07/23/12 Week: 07/30/12 08/05/12 1         4 \$225.00 0.00         0.00 0.00           9 KNXV 07/24/12 07/30/12 M-F 4pm-430pm 4PM News         CM 4pm-430pm 11111 30 5 \$200.00 P-6 0.00 NM 5 \$1,000.00           Start Date Week: 07/23/12 07/29	8 KNXV	07/24/1	2 07/30/12		СМ	430pm-5pm	11111	:30	5	\$225.00 P-6	0.00 NM	5	\$1,125.00
APM News   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 07/23/12   07/29/12   -1.111   4 \$200.00   0.00   0.00	Week: 07/2	23/12	07/29/12	-1111	4	\$225.00	0.00						*
Week: 07/23/12       07/29/12       -1111       4       \$200.00       0.00         Week: 07/30/12       08/05/12       1       1       \$200.00       0.00         10 KNXV       07/24/12       07/30/12       M-F 5pm-530pm M-F 5pm-630pm M-F 6pm-630pm M-F 6pm-6	9 KNXV	07/24/1	2 07/30/12		СМ	4pm-430pm	11111	:30	5	\$200.00 P-6	0.00 NM	5	\$1,000.00
M-F 5pm-530pm   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	Week: 07/2	23/12	07/29/12	-1111	4	\$200.00	0.00						
Week: 07/23/12       07/29/12       -1111       4 \$450.00       0.00         Week: 07/30/12       08/05/12       1       1 \$450.00       0.00         11 KNXV 07/24/12 07/30/12       M-F 6pm-630pm	10 KNXV	07/24/12	2 07/30/12		СМ	5pm-530pm	11111	:30 5	5	\$450.00 P-3	0.00 NM	5	\$2,250.00
11 KNXV 07/24/12 07/30/12 M-F 6pm-630pm CM 6pm-630pm 11111 :30 5 \$450.00 P-3 0.00 NM 5 \$2,250.00 M-F 6pm-630pm Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/23/12 07/29/12 -1111 4 \$450.00 0.00 Week: 07/30/12 08/05/12 1 1 \$450.00 0.00 12 KNXV 07/28/12 07/28/12 Sa 6pm News CM 6pm-630p	Week: 07/2	23/12	07/29/12	-1111		\$450.00	0.00						
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 07/23/12         07/29/12         -1111         4 \$450.00         0.00           Week: 07/30/12         08/05/12         1         1 \$450.00         0.00           12 KNXV 07/28/12         07/28/12         Sa 6pm News SA 6pm-630p         CM 6pm-630p        S-         :30 1 \$250.00 P-3 0.00 NM         1 \$250.00 P-3 0.00 NM           Start Date         End Date         Weekdays         Spots/Week         Rate         Rating				, ,	СМ			:30 5	5	\$450.00 P-3	0.00 NM	5	\$2,250.00
Week: 07/30/12       08/05/12       1       1 \$450.00       0.00         12 KNXV 07/28/12 07/28/12 Sa 6pm News       CM 6pm-630p      S-       :30 1 \$250.00 P-3 0.00 NM       1 \$250.00 P-3 0.00 NM         SA 6pm-630p       Start Date       End Date       Weekdays       Spots/Week       Rate       Rating				Weekdays							ĺ		
SA 6pm-630p <u>Start Date End Date Weekdays Spots/Week Rate Rating</u>					1								
	12 KNXV	07/28/12	2 07/28/12	•	СМ	6pm-630p	<b></b> \$-	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00



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Order Sep 00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07240730 :30's

Ln Ch Star		Inventory Code	Break	Start/End T	ime Days	Len Spot	s Rate Pri	Rtg Type	Tota Spots	Amount
13 KNXV 07/29	/12 07/29/12	Su 5pm News SU 5pm-530pm i	CM News	5pm-530pm	s	:30	1 \$250.00P-3	0.00 NM	1	\$250.0
Start Date Week: 07/23/12	End Date 07/29/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00					
14 KNXV 07/24	/12 07/30/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111	:30	5 \$750.00 P-3	0.00 NM	5	\$3,550.0
<u>Start Date</u> Week: 07/23/12 Week: 07/30/12	End Date 07/29/12 08/05/12	<u>Weekdays</u> -1111 1	Spots/Week 4 1	<u>Rate</u> \$700.00 \$750.00	Rating 0.00 0.00			:		
15 KNXV 07/28	/12 07/28/12	SA 630pm-7pm SA 630pm-7pm	СМ	630pm-7pm	<b>-</b> S-	:30	1 \$450.00 P-3	0.00 NM	1	\$450.0
Start Date Week: 07/23/12	End Date 07/29/12	Weekdavs S-	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00					
16 KNXV 07/30.	/12 07/30/12	Monday Prime C Castle	СМ	9pm-10pm	M	:30	1 \$3,500.00 P-2	0.00 NM	1	\$3,500.0
Start Date Week: 07/30/12	End Date 08/05/12	Weekdavs M	Spots/Week 1	<u>Rate</u> \$3,500.00	Rating 0.00					
17 KNXV 07/25	/12 07/25/12	Wednesday Prim Final Witness	eC CM	9pm-10pm	W	:30	1 \$2,000.00 P-3	0.00 NM	1	\$2,000.0
Start Date Week: 07/23/12	End Date 07/29/12	Weekdays W	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00			i		
18 KNXV 07/27/	12 07/27/12	Friday Prime A Shark Tank	СМ	7pm-8pm	F	:30	\$2,000.00 P-3	0.00 NM	1	\$2,000.0
Start Date Week: 07/23/12	End Date 07/29/12	Weekdays	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00					
19 KNXV 07/27/	12 07/27/12	Friday 8-10pm Friday 8-10pm	СМ	8-10pm	- <b></b> F	:30	\$2,000.00 P-3	0.00 NM	1	\$2,000.0
Start Date Week: 07/23/12	End Date 07/29/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00					
20 KNXV 07/27/	12 07/27/12	Friday 8-10pm Friday 8-10pm	СМ	8-10pm	F	:30	\$3,000.00P-3	0.00 NM	1	\$3,000.0
Start Date Week: 07/23/12	End Date 07/29/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$3,000.00	Rating 0.00				*	
21 KNXV 07/28/	12 07/28/12	ABC Saturday Pri Saturday Prime	me CM	7pm-10pm	s-	:30	\$1,500.00P-3	0.00 NM	1	\$1,500.0
Start Date Week: 07/23/12	End Date 07/29/12	Weekdays	Spots/Week	<u>Rate</u> \$1,500.00	Rating 0.00					
22 KNXV 07/29/	12 07/29/12	Sunday Prime A AFHV	СМ	6pm-7pm	<b>-</b> -S	:30	\$2,000.00 P-3	0.00 NM	1	\$2,000.0
Start Date Week: 07/23/12	End Date 07/29/12		Spots/Week	<u>Rate</u> \$2,000.00	Rating 0.00			]		
23 KNXV 07/24/		M-F 10-1035pm 10pm News	СМ	10pm-1035pr		:30 8	\$850.00 P-3	0.00 NM	5	\$4,250.0
<u>Start Date</u> Week: 07/23/12 Week: 07/30/12	End Date 07/29/12 08/05/12	<u>Weekdays</u> -1111 1	Spots/Week 4 1	<u>Rate</u> \$850.00 \$850.00	Rating 0.00 0.00					
24 KNXV 07/28/	12 07/28/12	SA 10-1035pm 10pm News	СМ	10pm-1035pr	n\$-	:30	\$450.00 P-3	0.00 NM	1	\$450.0
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	•	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00					
25 KNXV 07/29/	12 07/29/12		CM	10pm-1035pr	n <b></b> -S	:30	\$850.00 P-3	0.00 NM	1	\$850.0



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Order Sep

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate #

TV: 07240730 :30's

00:10:00

Ln Ch Start End	Inventory Code Break	: Start/End Time Days	Len Spots	Rate Pri	Rtg Type	<u>Totals</u> Spots Amou	ınt
<u></u>	SU 10-1035pm 10pm News						
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12		<u>Rate</u> <u>Rating</u> ! \$850.00 0.00			Í		
26 KNXV 07/24/12 07/30/1	2 M-F 1035pm-1102pm CM Nightline	1035pm-1102pm 11111	:30 5	\$350.00 P-3	0.00 NM	5 \$1,750	00,
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12 Week: 07/30/12 08/05/12	-1111 4				i		
27 KNXV 07/29/12 07/29/1:	2 Su 4pm/430pm News CM Su 4pm/430pm News	4-430pm/430pm-5;S (4:00 PM-4:30 PM)	:30 1	\$150.00 P-3	0.00 NM	1 \$150	.00
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$150.00 0.00					
*Tax 1 Note: Tax 0.5%.					Totals	90 \$41,125.	00